



THE CCI CONNECTION

College of Communication & Information at Florida State University

Spring 2014

Creating 21st Century Opportunities

Spring is always a very energizing time of year with 550 students graduating from the College and pursuing their chosen careers. Our many innovative projects underway have added to that electricity and excitement.



Dean Larry Dennis

These have included progress on creating a FSU Collaboratory, the growth of the media production program, the opening of the cochlear implant mapping center, the development of a Veterans Specialty Clinic, the creation of an online course in web communications, the launch of SparkFSU, and the implementation of virtual computers to support our students' access to technology.

These recent accomplishments have helped solidify the College's reputation as a source of innovative education and research that are moving the University forward.

The FSU Collaboratory will provide a space where students and faculty can work together to explore and create new information, communication and technology services and to integrate these efforts into research throughout the FSU campus.

A second notable highlight is the creation of the SparkFSU system, developed at the FSU Foundation by a team led by College alumna Jeanne Pecha. This system is enabling students to engage in crowd-funding for their activities. The FSU Advertising Club is using it this month to help support their career development activities.

From my perspective, the efforts to provide innovative programs and experiences for our students are a natural part of our activities and demonstrate what a 21st Century education should be. By creating student experiences that are closely aligned with our changing communication and information environment, we are helping prepare our students for great careers.

As a result, faculty stay at the forefront of their fields and our students learn 21st Century skills like communication, information literacy, technology, teamwork and media production. At the same time, they learn to confront complex problems that build their critical thinking and problem solving skills.



Leadership has "No Limits"

The College hosted "No Limits: Women in Leadership" – a free event for college and high school female students on **February 4, 2014** at the FSU Turnbull Conference Center. The conference, co-sponsored by CCI and NetApp, was designed to teach young women about challenges facing female leaders and techniques to overcome those hurdles.

"Florida State's young women are an inspiration to all of us and they are already doing great things," said Dean Larry Dennis. "This conference will enable some of FSU's best and brightest students to develop the leadership skills they need and help them achieve their goals and aspirations."

The event featured a six-person panel, which included two prominent female leaders from FSU – Interim President Dr. Garnett Stokes and Dr. Laura Osteen, director of the Center for Leadership & Social Change.

Following the expert panel, students spoke with 26 breakout leaders – all successful business and industry leaders from the Tallahassee community.

"The Women in Leadership Conference was very empowering," student & CCI outreach coordinator Maria Arjona remarked. "It gave me, as a female student, a lot of confidence in regards to my future and success in the Information Technology field, which is primarily male dominant. The panel of women business leaders was extremely helpful and offered some great advice about issues that women face in today's society. The conference was very motivating, and I hope to see it grow in future years."



Women in Leadership breakout leaders network and share advice with student attendees.

Interested in inspiring future generations of CCI students?

Contact Ebe Randeree (ebe.randeree@cci.fsu.edu) to get involved.

QUICK NOTES



➤ Samantha Strickland (B.S. '96, M.S. '99)

was awarded a 2013 Emmy from the Suncoast Chapter of the National Academy of Television Arts & Sciences in the Commercials category for Community South Credit Union's brand video, "Fish for the Future." Strickland, the CEO of The Pod Advertising in Tallahassee, served as the executive producer of the 90-second video for the financial institution.

Strickland's team included **Kristin Bass-Petersen**, who earned a M.S. in Media and Communication Studies in 2010. Bass-Petersen, who was the director of the video, is also an adjunct instructor at FSU's media production program. Also, the producer, **Deirdre Morales**, teaches screenwriting at the School.



➤ Khawaja Zain-ul-abdin (Ph.D. '13, M.A. '09)

accepted a tenure line position as assistant professor of marketing and communication at the Suleman Dawood School of Business in the Lahore University of Management Sciences, which is the top-ranked academic institution in Pakistan.

➤ Dr. Sophie Janicke (Ph.D. '13)

accepted a teaching position at the University of Arkansas beginning in August of 2014.

➤ Dr. Arthur Raney

received a **Graduate Faculty Mentor Award** from Florida State's Graduate School, which honors faculty making a significant contribution to the quality of life and professional development of graduate students at FSU.

Alumnus awarded Emmy for 9/11 tribute

Sean Kennedy ('00) and his History Channel production team won an Emmy at the 65th Creative Arts Emmy Awards on Sept. 15, 2013 for the documentary series "Remembering 9/11" created for History.com, beating out nominees such as "Jay Leno's Garage" and Jerry Seinfeld's "Comedians In Cars Getting Coffee" in the category of Outstanding Special Class – Short-Format Nonfiction Programs.

"Remembering 9/11" is about several items in the 9/11 Memorial Museum at the World Trade Center site in New York City. The videos are also available for view by visitors of the museum. In March 2014, Kennedy was a guest speaker in Mark Zeigler's class and showed off his gleaming new Emmy.



Sean Kennedy (left) poses with his Emmy and former instructor Mark Zeigler (right).

Alumnus returns for special screening of Emmy-award winning documentary



Elam Stoltzfus

The CCI Student Leadership Council hosted alumnus **Elam Stoltzfus ('88)** for a screening of his Emmy-award winning documentary, "Florida Wildlife Corridor: Everglades to Okefenokee", followed by a panel discussion and reception on March 30, 2014. The film chronicles a team of explorers on a Florida Wildlife Corridor Expedition, as they trek 1,000 miles in 100 days in 2012 to raise awareness and generate support for the Florida Wildlife Corridor project. The documentary won an Emmy from the Suncoast Chapter of the National Academy of Television Arts & Sciences in Nov. 2013. It has been broadcast on public television and featured at various film festivals.

FSU Ad Team competes at district

Arrowhead Advertising, the FSU student advertising team, won the category for "Best Research" and placed third overall at the **National Student Advertising Competition of the American Advertising Federation for District 4**.

The competition took place at the **Rosen Center Hotel in Orlando, Fla. on April 4-5, 2014**.



Alum lands dream job at Fox Sports Florida



Drew Goldfarb (right), on the set with broadcast co-host and former NHL star Bill Lindsay.

Drew Goldfarb ('10) turned his life-long passion for hockey and the National Hockey League's Florida Panthers into a career as a TV host and reporter for Fox Sports Florida. In Sept. 2013, Goldfarb became the pregame, postgame and intermissions host and sideline reporter for Panther home games broadcasts as well as host of "Inside the Panthers" on Fox Sports Florida. Goldfarb's co-host is Bill Lindsay, a former Panther and a member of the 1996 squad who played in the Stanley Cup Finals. Goldfarb still has a photo of him and Lindsay from 2001, when he was a 13-year-old fan clamoring for players' autographs.

Walk2Talk raises funds for clinic preschool



An enthusiastic group of runners participated in the 5th annual Walk2Talk 5K.

SCSD and the National Student Speech Language Hearing Association hosted the 5th annual Walk2Talk 5K at the St. Mark's Trailhead on **March 22, 2014**.

The event attracted 70 participants and

raised \$1,200 to go towards the construction of an onsite preschool at the L.L. Schendel Speech and Hearing Clinic, which provides speech, language and hearing services for children and adults with various types of communication difficulties. One of the goals of the clinic is to build a preschool for children in the local community with speech, language and hearing disorders. The preschool will benefit the Tallahassee area because it will allow children who have speech language or hearing disorders to receive individualized instruction and therapy.

Clinic offers cochlear implant programming

The L.L. Schendel Speech and Hearing Clinic recently expanded their services to include the programming of cochlear implants, a service that previously had not been available in North Florida. A cochlear implant is "a small, complex electronic device that can help to provide a sense of sound to a person who is profoundly deaf or severely hard-of-hearing."

Implant candidates in North Florida must initially travel to Gainesville, Jacksonville or Atlanta because there is no physician locally who performs the surgery, but patients can now visit SCSD's clinic for follow-up care.



The FSU Chapter of National Student Speech Language and Hearing Association hosted the 2014 North Florida Conference on Communication Disorders on March 28. This event featured poster presentations and summaries of graduate research projects by SCSD students and faculty members. Pictured: (left to right) NSSLHA members Mireille Magee, Samantha Lupu, Emily Diehm, Anna Shumaker.

Doctoral student wins Moellership Award



Maya Callender on a previous service trip to Ghana, Africa.

Doctoral student **Maya Callender (M.S. '09)** received a Moellership Award from the Center for Leadership & Social Change which will fund her two-month service project in South Africa beginning in April 2014. The Moellership Award, named for its founder Bill Moeller, provides selected students at Florida State the opportunity to focus eight to 12 weeks of their summer to full-time service at a not-for-profit agency.

Callender's proposal was for an extended visit at the Durban Children's Home, an orphanage in Durban, South Africa, where she will provide speech-language therapy to the children and work with the caregiver staff. She will also be implementing the "Read It Again!" program curriculum with the caregivers, which is

"designed to develop and strengthen young children's early foundations in language and literacy."

QUICK NOTES



➤ Susan Brosnan-Maddox (B.S. '79, M.S. '81)

was recently honored as a recipient of the **2013 Transformation Through Teaching Award**. Brosnan-Maddox was one of 17 Florida State faculty members selected for the award, which is sponsored by the Spiritual Life Project, Global Pathways Certificate and Exchanges, and Center for Global Engagement. The award program honors full-time faculty who have had "an intellectual, inspirational and integrative impact on the lives of their students."

Valerie Grafe, a SCSD graduate student, nominated Brosnan-Maddox for the award after receiving support from the clinical supervisor during a very trying time last winter.



➤ Rachel Johnson

received a **Graduate Student Research and Creativity Award** from Florida State's Graduate School for her research involving a creative treatment approach for apraxia of speech. The SCSD doctoral candidate is one of only six annual award winners.

"Rachel is an outstanding doctoral student, both in terms of her coursework and her research aptitude," associate professor **Dr. Julie Stierwalt** said. "Her initiative to go beyond the borders of communication disorders and study underlying theories of motor learning has provided her with important insight that few clinicians or academics have in our field."

QUICK NOTES



➤ Camille Thomas

was recently selected as a fellow by the Association of Research Libraries Career Enhancement Program. Thomas, a Master of Science in Library & Information Studies student, was one of 14 individuals selected to participate in the competitive fellowship program in 2014.

➤ Rachel Besara (M.S. '07)

accepted the position as the Head of the Dirac Science Library at Florida State in January 2014.

➤ Michelle Gunning (M.S. '08)

was named Teacher of the Year for Palm Beach County by the Florida Department of Education. She is a media specialist at Sandpiper Shores Elementary School in Boca Raton, Fla.

➤ Justin de la Cruz (M.S. '12)

was promoted to manager of Blake Library in Stuart, Fla., by the Martin County Library System.

➤ Mark Nicolou (M.S. '13)

accepted a position as a systems analyst at Florida Memory—the State Archives of Florida.



➤ Dr. Janet Capps Dr. Christopher Hinson

have recently been hired into tenure line positions at Emporia State University in Kansas. **Dr. Capps (Ph.D. '11)** joined Emporia State's School of Library and Information Management as an assistant professor in Fall 2013, while **Dr. Hinson (Ph.D. '07)** became a member of the SLIM faculty at Emporia State for the Spring 2014 semester.

It's official! We're the School of Information!

Florida State University's *iSchool* is now officially the School of Information. *iSchool* director and F. William Summers professor, Dr. Kathleen Burnett, said, "For the past 20 years, our commitment to making vital connections between people and information has never wavered. Today, technology provides us with the opportunity to spread our deep roots to a vast array of information environments."



A founding member of the *iSchool* movement, FSU's School of Information is internationally recognized as an interdisciplinary, innovative and collaborative force at the vanguard of the information field. The Florida State *iSchool* is engaged in critical examination of the relationships among people, information and technology in an era of explosive growth in digital information. "The atmosphere at the FSU *iSchool* is one of excitement and anticipation. There are opportunities everywhere we turn. Everyone needs information, so everyone needs us!" Burnett said.

Burnett promoted to iSchool director



Dr. Kathleen Burnett

The College of Communication & Information named **Dr. Kathleen Burnett** as the director of the FSU School of Information and F. William Summers professor in January 2014. She had served as interim director since September of 2012 and was selected from an excellent slate of candidates in a national search.

"Dr. Burnett is an outstanding researcher and has clearly demonstrated great leadership as the *iSchool's* interim director," Dean Larry Dennis remarked. "I look forward to working with her as we build a stronger program."

"I greatly appreciate the confidence and support the faculty, staff and Dean Dennis have demonstrated in appointing me," Burnett said. "I am excited to be in the position of contributing to the extension of the FSU School of Information's long and proud tradition of excellence and innovation in information education."



Cybersecurity Club places third at SECCDC competition

FSU's Cybersecurity Club placed third of eight teams at the Southeast Collegiate Cyber Defense Competition on April 2. Eight students from the School of Information and Department of Computer Science joined forces to defend simulated cyber attacks at the event. Dr. Shuyan Ho, associate professor in the *iSchool*, is the group's faculty mentor.

Pictured: (Back row, left to right) Jonathan Borrero, Cody Confer (CCI), Yaroslav Kechkin, Ryan Kuhl, Connor McLaughlin. (Front Row, left to right) Angela Gibbens, Sarah Reecy (CCI), Nick Clark.

Alumna wins ACRL Innovation Award

Meredith (Gorran) Farkas (M.S. '04) was recently honored with a 2014 Association of College & Research Libraries Instruction Section Innovation Award.



Meredith Farkas

Farkas collaborated with other faculty members at Portland State University, where she is a general education instruction coordinator, to develop the software Library DIY, which assists students in finding the information they need quickly.

A prize of \$3,000 and a plaque will be presented to Farkas and her colleagues during the 2014 American Library Association Annual Conference in Las Vegas in June.

3 Day Startup fosters entrepreneurship

CCI hosted a “3 Day Startup” weekend on **March 21-23, 2014** – an entrepreneurship education program designed with an emphasis on learning by doing with the goal of starting technology companies.

The “3 Day Startup” program aims to advance this initiative as participants will create: business models, contact with potential customers, prototypes, and lasting professional as well as personal relationships.

Individuals selected to participate picked the best ideas for startups during the Friday brainstorming session. They delivered prototypes and investor pitches on Sunday night.

The event was co-sponsored by the Jim Moran Institute for Global Entrepreneurship at Florida State’s College of Business, the College of Communication & Information, and Genivia, a private software development company.



CCI professor Dr. Jonathan Adams and 3 Day Startup participants.

Hispanic Marketing Communication Center hosts Spanish-language film festival



Puntos de Vista festival participants visit FSU's Askew Student Life Cinema Courtyard.

The Center for Hispanic Marketing Communication hosted the fifth edition of an International Spanish-language documentary festival called “*Puntos de Vista*”, which translates to “Points of View” in English, at the FSU Askew Student Life Cinema on **April 10-11, 2014**.

The top contestants showed their work and competed for a 1st place prize of \$2,000, a 2nd place prize of \$1,500 and a 3rd place prize of \$1,000. Winners were selected by combined results of online public voting and judges’ scores.

Students collaborate with physics peers for local STEM outreach

CCI students are joining with their peers from other STEM (Science, Technology, Engineering and Mathematics) fields of study to conduct outreach events for local elementary and middle schools.

The College has planted deep roots in the local community by building relationships with K-12 schools through its outreach initiatives. Seeking to build upon its current STEM outreach efforts, CCI’s technology students reached out to FSU’s Department of Physics. The collaboration resulted in a Physics Day event held at Hawks Rise Elementary School on **March 1, 2014**. Thirty-two Hawks Rise students attended the interactive event.

Three Physics students (**Kelly Pawlak, Kay Rasmussen, Dennice Roberts**), four STARS students (**Shelby Schlembach, Michael Helfrich, John Nguyen, Brittany Holland**) and two students from CCI’s leadership class (**Dylan Donald, Drew Sutherland**) joined forces to organize and volunteer for the five-hour event that highlighted various experiments to demonstrate the principles of physics.



CCI and Physics students join forces to organize Physics Day.

NEWS & NOTES

➤ CCI granted \$3 million to foster IT careers

CCI will share a \$3 million grant to fund the development of the **Florida IT Careers Alliance**, Florida’s Board of Governors announced on March 20, 2014. The College partnered with Florida State’s Department of Computer Science, the Florida A&M-FSU College of Engineering and Florida A&M University’s Department of Computer & Information Sciences in the grant proposal.

The five-year grant was one of four totaling \$15 million awarded by the Board for collaborative higher education projects designed to produce more students for careers in high-need areas like information technology. The grants are focused on aligning university and college degrees with the state’s workforce needs.

➤ CCI partners with TSA

STARS Alliance students from the College are engaging the future generation by partnering with **Florida’s Chapter of the Technology Student Association (TSA)**, an organization of high school and middle school students interested in the fields of Science, Technology, Engineering and Mathematics (STEM).

While the STARS Alliance is a national organization, Florida State is the only STARS chapter in the state that has formed a partnership with Florida TSA for STEM outreach.

In that role, FSU STARS speak to TSA groups across Florida and helps administer TSA’s annual State Leadership Conference, where they teach workshops on topics such as: communication, college preparation, leadership mobile app development, public speaking, game and web design.



IT students win DIGITECH Campus Choice Award
IT students (left to right) **Joe Rainer, Jon Gluesenkamp, Tyler Kalarchian** and **Connor Widergren** (not pictured) won DIGITECH's Campus Choice Award on **March 28, 2014** for their submission "iVisit – Doctor in Your Pocket", an iOS application which allows users to meet with doctors using video or text, with the purpose of saving time in determining if an in-person doctor's visit is needed.



3D Systems makes generous donation

3D Systems, the company that invented 3D printing, donated Cube 3 and CubePro 3D printers, Sense 3D Scanner and software programs that include an accompanying 3D mouse for digital sculpting to CCI to give students open access to the emerging technology. The equipment will be housed in CCI's new innovation lab.



Students, employers flock to CCI Career Fair

Held bi-annually every fall and spring semester, the CCI Career Fair provides valuable networking opportunities for students and alumni to meet local, regional and national employers who are hiring in the communications and information fields. Fifty-five employers and over 200 students attended the most recent event at the FSU Alumni Center on **February 24, 2014**.



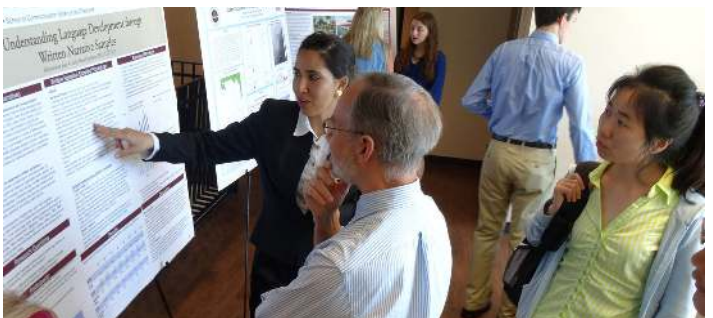
CCI partners with Girl Scouts

The College and FSU STARS have partnered with the Girl Scout Council of the Florida Panhandle to assist with the organization's STEM initiative by offering "Girl Scouts do STEM: Technology Camps" to help girls from different age groups earn STEM-related badges in **Dec. 2013 & April 2014**.



Fun for all at CCI Spring Ice Cream Social

Students, faculty and organizations from throughout the College participated in the Ice Cream Social on **March 26, 2014** to enjoy a cool treat from Lofty Pursuits and take a chance at pie-throwing. **Dean Larry Dennis** and **Associate Dean Ebe Randeree** (left) served as the willing targets to raise money for Relay for Life.



College well-represented at FSU Undergraduate Research Symposium

Alexandra Saa (SCSD) explains her research to **Dr. Richard Morris** at FSU's Undergraduate Research Symposium on **April 1, 2014**. Saa was one of thirteen CCI student participants at this event.

Have news to share in the next newsletter?
E-mail [Amy Farnum-Patronis \(afarnumpatronis@fsu.edu\)](mailto:afarnumpatronis@fsu.edu) with your updates.

65 years of Debate & Speech

Florida State University welcomed over 75 alumni for the Debate & Speech 65th Anniversary Celebration, a three-day event on **April 11-13, 2014**. The reunion kicked off with a reception hosted by Interim President Garnett Stokes, who is a former debater herself.

During the weekend, Dean Larry Dennis welcomed alumni and paid tribute to the late Dr. Gregg Phifer, former faculty member from the School of Communication and debate coach, and the father of FSU's modern debate program. Dr. Marilyn Young, former debate coach and the Wayne Minnick for Excellence in Communication professor emerita, announced the campaign for debate and invited the alumni to actively participate to ensure the 150-year tradition continues to provide current students the opportunity to successfully and consistently compete in debate and speech tournaments.

Participation in debate and speech develops writing and critical thinking skills, public speaking skills, dramatic performance skills, and the ability to organize constructive arguments and marshal evidence. These skills are integral to the success of 21st century students.

Gifts can be made to the **Dr. Marilyn Young Endowment for Intercollegiate Debate**, which was partially established by debate alumnus John Rains III and his wife Karan. If you would like to help us move beyond short-term funding and find a long-term solution that would provide support for faculty coaches, travel expenses and other resources, contact **Mafe Brooks, Debate & Speech Campaign Director**, at mafe.brooks@cci.fsu.edu.



Debate & speech alumni with Dr. Marilyn Young (second from left) at reunion.



**See what projects
you can help spark!**

spark.fsu.edu

two groups already benefitting from this new fundraising initiative. See what student initiatives and entrepreneurial projects you can help spark with your contribution by visiting spark.fsu.edu.

Florida State University launched the crowd-funding website **SparkFSU** in February 2014 – an innovative way to raise funds for unique entrepreneurial projects created by faculty and students.

It lets donors select and support projects in any amount that they decide. **FSU STARS** and **the Advertising Club** are

Helping CCI students soar

On a recent morning, while walking into my office at Doak Campbell Stadium, I watched a hawk lift off from one of the spires on Tower C, and soar higher into the air. That hawk's flight reminded me of the relationship between the philanthropic support of our alumni and the ability for our students to "soar" in their studies at CCI.



Dave Judy

Director of Development

Very often our alumni use their philanthropic gift to honor the hard work of a beloved professor by creating a fund in honor or memory of that professor. These funds are sometimes set up as a scholarship fund, while others provide additional funding to help develop a specific academic program.

In the FSU School of Communication, a growing group of alumni are supporting the School's public speaking program while honoring instructor Mark Zeigler for his many years of teaching by contributing to the **Mark Zeigler Fund for Excellence in Public Speaking Education**. Years earlier, another group of communication alums chose to honor Dr. Jay Rayburn by creating the **Rayburn Fund for Excellence in Public Relations**.

More recently, a scholarship fund was created at the *iSchool* in memory of Dean Harold Goldstein, known as the **Goldstein Endowed Scholarship Fund**. Many of Dean Goldstein's former students have made gifts to that fund which will provide an annual scholarship to a student attending the *iSchool*.

At the School of Communication Science & Disorders, the **L.L. Schendel Endowed Scholarship Fund** was created to provide support for Masters students while honoring 35 years of service to the School by Dr. Laurel Loren Schendel.

Regardless of the purpose of the funds, the beneficiaries of them and many similar funds at CCI are today's FSU students. Like that hawk soaring above the stadium, please help today's CCI students soar in their studies by making your gift to the College of Communication & Information at give.cci.fsu.edu.



Mark Zeigler (M.S. '89), an instructor at the School of Communication, was one of four inducted into FSU's Circle of Gold on April 12, 2014 by the Alumni Association. The award is given to FSU alumni and friends who, through their service and achievements, personify the university's tradition of excellence.

Prefer to make your contribution to CCI with a check?
Please mail your gift to **CCI, c/o FSU Foundation, 2010 Levy Ave.,
P. O. Box 3062739, Tallahassee, FL 32306-2739**



IGNITING THE EXTRAORDINARY: Alumnus and CCI Leadership Board member **Ahli Moore (B.S. '93, M.S. '95)** shared his expertise by conducting leadership development workshops – named Program IGNITE – for a select group of students in February and April 2014. Moore, a management consultant, is the founder of X-Factor Solutions, LLC based in Atlanta.



Ahli Moore

Program IGNITE is a modular-based student leadership workshop that uses a combination of experiential activities, self-reflection, role-plays, assessments and mini-lectures to teach fundamental concepts of leadership and how to apply them to every day aspects of your respective teams, organizations and workplaces.

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CCI embraces entrepreneurship and the future



Helena Sims
CCI Leadership Board Chair

less than a four-year degree. It is no wonder that young people and their parents are questioning their return on investment when *The Economist* reports that those who borrowed for a bachelor's degree granted in 2012 owe an average of \$29,400.

High technology jobs are making it possible for young people to make a great deal of money and have a rewarding a career without a college education. At Stanford University, mathematics prodigy Ari Dyckovsky recently left academia to start a data visualization company, because he was "interested in a journey that higher education does not provide."

I do not quote Dyckovsky to criticize Stanford, but offer an example of the challenges facing all institutions of higher education. High technology is making it increasingly possible for students within the United States and abroad to make a mark and their fortunes without getting a college degree.

Despite today's challenges, I think CCI has positioned itself well to thrive in the future. The ability to communicate will always be important, regardless of the medium used and still demands the communicator understand the audience and convey the message in a meaningful way. Data made available by advanced computer systems still needs to be displayed in a way that is meaningful to the audience.

Florida State is taking steps to thrive in the future, despite constraints on public funding and the attraction of entrepreneurial careers. In March 2014, CCI hosted "3 Day Startup", an entrepreneurship education program designed with an emphasis on learning by doing with the goal of starting technology companies, organized by Communication associate professor, Dr. Jonathan Adams, and co-sponsored by the Jim Moran Institute for Global Entrepreneurship at FSU's College of Business.

This 3 Day Startup entrepreneurial weekend competition demonstrates the ability of CCI to collaborate with other colleges within FSU. Those who study national trends say that innovation, which is fundamental to entrepreneurship, increasingly involves collaboration. Collaboration is impossible without communication.

CCI is out in front in preparing students for the future. The College is teaching students what they will need to succeed in start-up companies, government and other walks of life: communication. Communication is fundamental to collaboration, innovation and entrepreneurial success. Regardless of medium, communication is fundamental. It never goes out of style.